



Apply now for the job of Alice in Dairyland

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MADISON – The search is on for a public relations and communications professional to be the next Alice in Dairyland. The Department of Agriculture, Trade and Consumer Protection (DATCP) has the application available now for the 67th Alice in Dairyland.

“Holding the position of Wisconsin’s 66th Alice in Dairyland has led to career experiences I never could have imagined and has opened up my eyes to just how diverse our state’s \$59 billion agriculture industry truly is,” said Kristin Olson, the current Alice in Dairyland. “I strongly encourage any woman with a passion for agriculture, communications or teaching who is looking for a unique professional opportunity to apply for this position. The countless connections you make and knowledge you gain will prove priceless and last a lifetime.”

Alice in Dairyland is responsible for conducting a large number of media interviews with television, radio and print publications to promote Wisconsin agriculture. She needs to be able to execute social media and communications strategies, develop and deliver speeches at community events and present to students in schools.

Alice in Dairyland applicants should have considerable knowledge of Wisconsin agriculture, at least three years of education or training in communications, public speaking experience and the ability to plan and execute a marketing campaign. Applicants must be female, a Wisconsin resident and at least 21 years of age.

This one year, full-time contractual position begins on June 2, 2014. The Alice in Dairyland position is headquartered in Madison, and the selected individual will travel nearly 40,000 miles through the state and surrounding area.

The salary for Alice in Dairyland is \$40,000. This position includes holiday, vacation and sick leave as well as use of a state-owned vehicle for official business. Reimbursement is provided for an individual health insurance premium up to \$450 a month and professional travel expenses.

A cover letter, resume, three professional references and summary of qualifications must be submitted to DATCP by 4:30 p.m. on Monday, January 13, 2014 to be considered. Application materials are available at http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment.

Qualified applicants will be invited to a preliminary interview in February. The top finalists will be announced in March. The three day final selection will be hosted by Clark County on May 15-17, 2014.

For an overview of the selection process, a short video called *The Road to Becoming Alice in Dairyland* is available at youtube.com/widatcp. To learn more, contact Becky Paris, the Alice in Dairyland Program Manager, at 608-224-5115 or rebecca.paris@wi.gov.

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